

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. IX.

NEW YORK, NOVEMBER 1, 1893.

No. 18.

# A Great Daily 64,413

# A Great Sunday 74,925

# A Great Weekly 77,125

These figures show the actual average circulation for September of each Daily, each Sunday and each Weekly issue of

# The San Francisco Examiner

which circulation is greater than that of any other newspaper west of Chicago, and is fully equal to the combined circulation of both the other two San Francisco morning newspapers.

How and where, except through THE EXAMINER, can you speak to so many of the thinking and buying classes in California and the far West?

W. R. HEARST, Proprietor.

# Women

Read the Local Country Weekly. So do Men and Children.

But, while some men and some children do not, *all* the women do.

The women spend, or have a voice in spending, most of the family money.

The Atlantic Slope women spend a great deal of money; they have it because they belong to a prosperous section. The Atlantic Coast Lists reach these women every week—millions of them.



One order, one electrotype does it.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

Catalogue Free.

# PRINTERS' INK.

JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. V., POST-OFFICE, JUNE 20, 1803.

Vol. IX.

NEW YORK, NOVEMBER 1, 1893.

No. 18.

#### THE BEST ADVERTISING THEATRICAL ENTERPRISES.

By F. Chas. Davis.

has been built up entirely by newspaper out of all semblance of taste and advertising, unaided even by litho- effectiveness. He doesn't appear to graphs, posters or other similar aids believe in white space; he never thinks that have in the past been considered of light and shade, but his only aim indispensable by theatrical managers.

amount of sympathy we received from lines. owners and managers of theaters was their respects and seriously and conscientiously say they were sorry for Mr. Proctor, or that they really did hope we might make it a go, but in a tone that expressed much doubt.

one week before the first performance, every seat in the house was taken within a few minutes, and the crowd of women and children blocked the lobby policemen were stationed inside and ity of its ever being changed.

adopted the result was successful.

Theatrical advertising in newspa-pers, as a class, is away behind the ally spent for advertising in this general commercial the bare, bald announcement that four to eight cents a sheet, and the

FOR "Mr. Jones will play Shylock," or "Miss Brown will play Lady Macbeth," and satisfies himself that this is all that is needed. Then, too, when news-(Business Manager of Proctor's Theater, paper space is used (and too often in a New York.) New York.) meager, stinted way), the adver-The business of Proctor's Theater tisement is crowded by the manager seems to be to jam as many words into When it became noised about last his ad as the space will hold, and the fall that Mr. Proctor would run a con- usual result is that there is as much tinuous performance and depend upon matter in a ten-line space as could efnewspaper advertising for success, the fectively and tastefully occupy thirty

Then, too, the advertising policy of touching. They would drop in to pay a great many managers is not clearly and definitely outlined; it is too hazy. Different theaters and different plays appeal to different classes of people, just as manufactured articles do, and the manager of a company or of a the-We began using newspaper space ater should plan his advertising to reach the class he wishes just as careand when the doors were thrown open fully as does the advertising manager of a big dry goods house. Only a few theatrical men do this. They say: "Well, business is a little off-we will and sidewalk to such an extent that have to get out some snipes;" and so they have a lot of little posters, or "snipes," printed, and send out men outside the house to keep a passage- "snipes," printed, and send out men way clear. Our policy has been so to stick them on garbage barrels, dry successful that there is little probabil- goods boxes and similar places. They never stop to think whether the class I have been on the road with grand they should cater to will be favorably opera companies and other theatrical influenced by "snipes." They know organizations when about every form in a certain way that they have to adof advertising was tried, and every vertise; snipe sticking is advertising; time that newspaper advertising was and therefore they have done what should have been done.

times. There is nothing like the country by theatrical managers is enoringenuity displayed that character- mous, and a large proportion of it is advertis- wasted. Lithograph advertising is a Little thought and care are far too popular form. It is too exshown in the construction of the ad- pensive in proportion to the returns it vertisements. Usually a manager makes brings in. The lithographs cost from

cost of pasting them is from two to method of advertising is newspaper quently necessary to rent them, and other, this results in paying for space that is pensive method.

that the theaters of New York and other old-fashioned methods. Brooklyn spend in the vicinity of \$800,000 a year for advertising, of where theaters and theatrical comwhich less than one-third probably is panies have used liberal newspaper for newspaper space. If lithographs space in connection with other adverwere used less extensively, if "snipes"

would be far more satisfactory.

But when theatrical advertisers learn display, and rid themselves of the old newspaper advertising. idea that every line must be occupied.

thoroughly read then, we run 250 been followed but a short time. We always carry a cut and pay particular attention to display. The were only "bluffs," and were made for ads are changed very frequently, nearly the purpose of creating free advertis-

stand" orders with our copy. The only form of advertising we use the size of form is about 12x16 inches. future, they have gone back to the old A paper of this kind costs from \$2 to lithographs and "snipes." asked for more copies than we can fur-nish. It is not unusual for us to give While Proctor's Theater is the only It is not unusual for us to give one concern 5,000 copies at a time.

three cents each a week. Then, in or- space, and judging from the returns we der to control desirable stands, it is fre- have received we shall never use any

Any house that runs high-class atnot regularly used. It is easily seen tractions and caters to an intelligent that all the different items for litho- class of people can, I think, derive graph advertising make it a very ex- more benefit from a thousand dollars paid to newspapers than two thousand At a rough estimate I should say invested in lithographs, "snipes" and

There have been many instances tising, as well as cases where newswere entirely dispensed with, and two- paper space has been used exclusively; thirds of this money went for space in but in the latter instance the policy has the newspapers, I think the results invariably been followed only a short

time.

From time to time various theatrical to use plenty of space in newspapers stars and the managers of traveling they will have to learn how to use it, companies have announced that there-They must study the art of effective after they would rely solely upon These statements have always been taken up and Our usual space is from 100 to 250 commented upon most favorably by We rarely use less than 100 the newspapers, but any one who has lines, and on Saturdays and Sundays, followed the advertising of the manwhich are the best days for theatrical agers who have made these announceadvertising, because the ads are more ments has noticed that the policy has

In many cases these announcements every day, and we hand in no "let ing. In many cases, on the other hand, they were honest and genuine.

I have followed the careers of many besides newspaper space is our own companies that have started out on the little paper, The Ladies' Club. It is road determined to use nothing but neatly gotten up, and contains stories newspaper space. In every instance and miscellany-mostly plate matter- that has come under my notice they and small advertisements of dry goods have stuck to their policy for two or and other houses in the shopping dis- three weeks, and then, becoming fainttrict. It is four pages, illustrated, and hearted and doubtful regarding the

\$4 a thousand. It is not issued at How intelligent managers can stick stated intervals. As we wish to cater to "snipes" the way they do is more specially to women, and our theater is than I can understand. They are right in the heart of the shopping dis- much worse than the handbills or trict, this makes an excellent medium. flyers that have long since been ta-It is distributed by the large retail booed by intelligent commercial adhouses to their women customers free, vertisers; and if they successfully ap-Beyond printing a small advertisement peal to any class, it is to the very humfor them, the merchants receive no re- blest; yet managers of all classes of muneration for distribution. They are shows religiously pin their faith on very glad to hand the copies out on "snipes," and have them plastered on these terms, and we are frequently garbage barrels and hitching posts all

one that can fairly claim to have built Yet practically our only important up its patronage entirely by newspaper advertising, there are many managers Brooklyn trolley cars the following who depend upon newspaper space to singularly misnomered card, which ema very large extent to reach the public. anates from the Northwestern Con-

and others occupying similarly high apolis. It is here given exactly as professional positions, use one three-printed, both as regards words and sheet lithograph, and the rest of the punctuation, except that the italics are advertising appropriation goes to the mine: newspapers. Mr. Abbey is also a great believer in newspaper space, and about all of his advertising expenditure goes in purchase of it, except a slight portion that is paid for small lithographs of one pattern and moderate cost.

Newspaper advertising for theaters is on the increase, and although it is making only moderate progress, I think it is but a question of time when newspapers will be the theatrical medium par excellence, and when lithographs will take a rear seat and ought to have been written in prose, snipes" be wiped out of existence,

#### MODERN POETIC ADVERTISING. By " Jonah."

Though everything is supposed to improve with time and competition, it cannot be said that the remark applies to the poetry which is used as advertising matter. In this respect there is to-day a deterioration rather than an advance in quality.

Whoever takes the trouble to scan the verse ads in the newspapers, in the street cars, or on the "L" roads, must soon be conscious of the truth of this The schoolmaster is unquestionably abroad in many cases, not only as to the laws of versification, but in the matter of grammatical construction, and frequently in orthography

On the acknowledged principle that anything worth doing at all is worth doing well, we may reasonably marvel at the shortsightedness of those advertisers who allow these fearful examples of doggerel to mar their reputation for business sagacity. It is a suicidal policy to allow any kind of stuff to be used as an advertisement, and one should be very careful about passing a "card" or other announcement as "good enough," unless he is perfectly sure that the work will stand outside criticism as well as his own. If he is not a sufficiently competent judge, he ought to employ some one who is, rather than risk inferior work to the pitiless ridicule of the general public.

Such stars as Irving, Booth, Jefferson solidated Milling Company, of Minne-

#### A PERFECT ACROSTIC.

Derfection we at last attain PERFECT Perfection we at last attain PERFECT
Flour is its name,
arly and late, morn noon or night PERFECT Flour always light,
olls are not Perfect for digestion's aid
unless from PERFECT Flour makes
PERFECT bread at any hour
njoy a healthful happy life buy PERFECT Flour for yearr wife
Call at Johnson Bros, Perfect store and order PERFECT Flour galore
then recommend it to thy friend that he
for PERFECT Flour may send!

for PERFECT Flour may send! It is an acrostic certainly, but it and then it would have saved the author his, or her, complete failure in rhyme and metre. "Attain" and rhyme and metre. "name" are evidence sufficient of the 'prentice hand, and "your wife" and thy friend" show a pleasing disregard of the consistencies of grammar not usually seen in professional work. The author seems to have had a very hazy notion about the importance of "feet" in poetry-some lines are very short-footed, but the other lines gain considerably by this loss, Punctuation is politely dispensed with-is possibly not considered necessary.

The remarkable fact spoken of in the second line-that this particular brand of flour never changes its weight during the twenty-four hours-will be a surprise only to those who are accustomed to find their flour several pounds heavier at noon than at midnight. Another surprise awaits us in the fourth line, where the superiority of Perfect Flour is shown by its readiness to be made into bread without any "previous notice of the question" being given. Some flours, of course, object to being "kneaded" except during office hours—say from nine to five. The verb "makes" evidently had a disagreement with its nominatives,

I saw in an "L" car a card bearing the subjoined lines, and actually framed and covered with glass for protection!

I am cock of the walk, Right here in New York Wear the champion's belt, sir. What's my name? Bromo-Seltzer.

The schoolboy who disgorged that There has just been placed in the cruel quatrain perhaps received a should have been given with a club, doesn't think far enough, nor long and with such force as to effectually enough, nor hard enough. He gets a prevent the repetition of the offense. How much more of advertising meaning and commercial value is there in the borrowed couplet used by the proprietors of the same article:

When pain and anguish wring the brow, A ministering angel thou—Bromo Seltzer! The two ads are evidently not from

the same brain.

wonderful ideas about metrical composition. Here is one of their effusions ;

All doctors on one point agree-The strength obtained from good beef tea,
And sampling all, they say the chief
Comes from CUDAHY'S REX BRAND

EXTRACT OF BEEF.

The metre of the first three lines is all right, but into the last line three extra syllables are crowded. The obvious reason is that the name of the advertised article is too long, but where is the object in having the previous lines so short? Any writer of advertising verses who knows his business will study the syllabication of the name he has to advertise the first thing, and arrange his metre accordingly. Scarcely one of this company's advertising cards is metrically correct, and many of them have false rhymes.

It is nothing but carelessness, on the part of the advertiser or his agent, that is to blame for these errors, which are not at all slight, but very glaring indeed. Instead of acting as pleasing jingles always do, harmoniously on the ear, they jar unpleasantly, and leave an anything but favorable impression. A little more time and labor devoted to scanning would well repay the adver-

tiser.

#### BY THE WAYSIDE, By Charles Austin Bates.

I would like to know whether "funny" business sells goods or not. Lots of advertisers, big and little, spend their hard-earned shekels for

that sort of thing.

It really seems to me that the same a man like to see his name in print. Most of men would rather be funny than president, and so they like their ads to be funny.

vertising problem is difficult, but it is possible. More than half of the money

patronizing pat on the head, but it or miss kind of way. The advertiser cute cut and a more or less witty headline, and when he prints it people say: "That man Smith is as sharp as tacks. That ad of his is a corker." And then they go over to Jones', where they're selling \$5 shoes for \$4, and do their buying with him.

May be. That's the way it looks to me. It's The Cudahy Packing Company have the plain, straightforward business talk that tells in the long run. Folks buy at what they think is the best place, and jokes are not very convincing ar-

guments.

And yet a great number of smart business men continue to use just the sort of stuff I am objecting to. If it doesn't pay, why do they do it? Facts knock theories endways. Still I believe that wherever nonsense pays,

sense would pay better.

An advertiser must be a student of human nature and human needs. He must think out all the things which make his goods desirable, and then use one point at a time and shoot straight at the mark. If he uses all of his points in one shot they will scatter too much. You can hit more birds with a shotgun than with a rifle, but may be not hard enough to hurt. Those you hit with a rifle ball you carry home in your

"A full line of dry goods" appeals to the needs of a great many people; " 121/2c. gingham at 8c." strikes comparatively few, but it is more effective. If a medicine will cure corns and headache and consumption, better give it

to people in three doses.

All around and about is the cry of dull trade. Possibly business isn't as brisk as it might be, but in the big stores that advertise strongly I can't see any evidence of it. The merchant who "saves money on his advertising" these days is saving at the spigot to waste at the bung-hole. He demonstrates what extravagant economy is.

It's when a man's sick that he needs feeling prompts it as that which makes medicine, and it's the same with a business. The sicker it is the more medicine it needs. I believe advertising will sell "anything, anywhere, anytime," if it is the right sort of adver-To get the correct answer to the ad- tising and is properly followed up.

Apropos of the superlative style of spent for advertising is spent in a hit advertising, "the greatest, grandest,

"best, best, best" and "biggest, biggest, biggest," this crowding of every line into display, I submit this editorial clipped from The Sunday School Times, of Philadelphia. It isn't written about advertising, but it fits as if

Overdoing is undoing. Whether it be an anniversary programme, or in an argument, or in the training of children, or in eating, the good gained by moderation and appropr the good gained by moderation and appropriateness is always in danger of being nullified by overdoing. For example, emphasis is essential to a real vitality. He who reads a book, or plays a piano, without intelligent emphasis, merely drones. But, on the other hand, he who over-emphasizes simply brings all things to a dead level in his effort to raise too many things into prominence. Good advice has recently been well put in this form:
"When you give advice, don't try to put it all in italics." A book printed wholly in italall in italics." A book printed wholly in italics is intolerable. A whole life cannot be italicized without defeating itself. The great question is to know how to do, without undoing by overdoing.

I once had occasion to advertise some Japanese salt cellars. The ad

"One hundred decorated Japanese salt cellars reduced from 10c. to 5c.

They didn't sell-not even one. few days later I tried it again.

" Just 20 sets of genuine Japanese individual salt cellars, six in a set, packed in neat pasteboard boxes, at 30c. a set. Only one set to a customer.

If we had had 200 sets instead of 20 we could have sold them. The last line was what did it.

#### WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, October 17, 1893.

Umbrella advertising is not done very largely in England, but the following extract from a retailer's circular emanates from this side, and it is certainly amusing:

Has any unexpounded calamity tended to debilitate its nerves or paralyze its muscularia? Is it afflicted with a damaged orenated attachment, or a ruptured convergentum? Has any visitation or paralysis arrested or de-stroved the facile action of the motive power? Is the tippeous extension of the epidermis unimpaired in its attachment? Is the pedaneous extremity intact, or has prolonged attrition against terraceous substances reduced it to a state of stumpiferous deformity? Is the digitarial appendage without a flaw or fracture? Is the occluse and expansive action uninter-rupted? Is the octahegeneous osseousity in-

best stock on earth," this everlasting rotundity undeformed by depression, semicollapse or protrusion? Is its polyhedral conformation correct, and its circumambient proportions adequate for personal conservation? Are its mineralogical, vegetable and animal elements still in combination?

Of general advertisers I can only recall two who are exclusively umbrella makers, viz., Mr. Joseph Wright, of Glasgow ("Drooko"), and the proprietors of Fox's "Paragon" frame umbrellas. Of these, the former has made himself a name by a long course of persistent and thoughtful advertising, and is about to extend his operations yet further, for which there is no doubt a good field. Mr. Wright's most notable advertisement, perhaps, is the charming design here shown. It is



reproduced from a drawing by Mrs. Henry M. Stanley, wife of the great explorer, and formerly well known as an artist under her maiden name of Miss Dorothy Tennant. This capital advertisement has been used as a circular, a newspaper advertisement and a window card. Umbrellas are not altogether an easy thing to advertise, but this is a capital ad. 46

The Daily News is somewhat prolific in amusing ads. I annex two, sometrically angulated? Is its centrifugal The first is provokingly Delphic, and appears well fitted to pique curiosity. What is the history of the "unknown friend" whose "loving and considerate kindness" at Harrogate is to be rewarded by this naive piece of publicity? As for the second, I would not for worlds mar the beauty of its rich humor by a word of needless comment.

ARROGATE.—How shall I thank you, my unknown friend? Though debarred from sending you my warm thanks direct, I trust you will have your reward in hearing after my return of health, regained through your loving and considerate kindness. Circumstances, I ought to say, prevent my leaving home, as I should much like to have done, for a week or two.

ADY COOK WANTED. Lady housemaid kept, and boy for boots and coals. —Fenton, Redmarley, Glostershire.

There is a charming unconventionality also about the following, which appeared in another newspaper:

A NOBLEMAN of Large Estates wishes to place himself at the disposal (matrimonially) of a widow lady. Young, and with a suitable maintenance. A divorcee not objected to, provided the virtue of the lady is vindicated by substantial alimony.

Is it too cruel to soil the beauty of love's young dream by a conjecture as to whether the ingenuous nobleman is not rather more particular about the alimony than about the vindication?

\* \* \* \*

An advertising device which Mr. Beecham is using at railway stations is, I think, new. It is called the spectregraph (it would be spelled "spectergraph" in America), and consists of a tall box having a glazed window at the top, something after the shape of a Punch and Judy show. In this window is seen a comic picture, or an advertisement, alternately. After remaining visible for a little while, the picture or ad, without apparent cause, disappears. I think it is done by an automatic manipulation of the light. Presently a new picture or advertise-ment gradually appears. The effect is very striking and mysterious, and the thing attracts much attention.

#### MAKES A DISTINCTION.

We allow 25 per cent, commission to legitimate advertising agents, but not to those who are doing business merely to contract for their own advertisements,—Saturday Telegram, Manchester, N. H.

Wouldn't Work.—" He was a failure as a newspaper man, then?"
"Yes; you see, he used to be a hatter, and

"Yes; you see, he used to be a hatter, and insisted on putting all the heads in caps,"—
Fireside Companion,

#### Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE Le Roy (N. Y.) GAZETTE is a first-class weekly newspaper.

S MALL TALK ABOUT BUSINESS." Guides you to financial safety.

U SED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

66 SMALL TALK ABOUT BUSINESS." A banker's helps for men and women.

WANTED-Newspaper partner; \$1,000 cash.
City 20,000. Address "S.," Printers' Ink.

W E want samples of novelty to use in Hen of N. Y. addresses. "DAHLY," care Printers' Ink. WANT to write Philadelphia letters for trade Journals. EDWARD HURST BROWN, 4417 SARSON SE, Phila.

MALL TALK ABOUT BUSINESS." By mail.
Paper, 40 cents; cloth. 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

A DVERTISING space in every paper and publication in the U. S. Send samples and lowest rates to CRIBBS MFG. CO., Pittsburgh, PA.

TO ADVERTISERS—Give us a share of your business. LEE COUNTY ENTERPRISES, Smithville, Ga. S. R. Blanton, editor and prop'r. LLUSTRATED features for newspapers. Ar-Listic, attractive, cheap. Send for proofs and particulars. Address CHAS. W. HARPER,

columbus, Address Chab. W. Harren, Columbus, Ohio.

20,000 CASH, order names, all copied from letters received by us since June, 1892 Price, 50c. per 1,000, or lot of \$8.00. WORLD PUB. Co., Passumpsic, Vt.

CUTS for advertisers. Bright, attractive, cheap. Absolute satisfaction guaranteed send for late proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

WANTED—To purchase, a general periodical.
Monthly or semi-monthly. State bona fide
circulation, subscription rate, etc. Send copy
and lowest price. Address Box 618, Chicago.

W E will pay highest prices for used Columbian stamps (above 2c. value), also for any old U S stamps Send list of what you have. CRITTENDEN & BORGMAN CO., Detroit, Mich.

Do you need a manager! A first-class advertising man, now employed, would like to make change. Six years' experience in business office of large daily paper. Reference, present employer. Address "POSH," care Printers' link.

TO PUBLISHERS—Use our music plates. The best means to push circulation and get the attention of advertisers. We publish pieces of vocal as well as instrumental music. Ad. N. Y. MUSICAL ECHO CO., B way Theater Bidg., N. Y.

MBOSSING attracts trade. Ideas on every one of the 160 pages (9x12) of "A MINT of HINTS" that are worth cost of entire book, \$2.00, post-paid. Send for sample page. GRIFFITH, AXTELL& CADY CO., Embossers, Holyoke, Mass.

BUSINESS manager, by a young man 30 years old, at present secretary and advertising manager of one of the leading daily papers of New England, a position as business manager of a small daily paper wishing to build up a business Address "BUSINESS MANAGER," care Printers' Ink.

WHAT can we do for you in Washington! Commissions for publishers, advertisers and Commissions for publishers, advertisers and the commission of the commissi

ILLUSTRATORS AND ILLUSTRATIONS.

H ANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM, ILLUS, CO., Newark, N. J.

#### FOR SALE.

L IBERTY press, 19x15; used a little. Good bargain. HEBER WELLS, 8 Spruce St., N. Y.

HANDSOME ILLUSTRATIONS for papers Catalogue, 25c. AM, ILLUS, CO., Newark, N. J.

50,000 CIRCULATION, proved, for 10c. a line. o L.MOSES, 132 Nassau St., N.Y. LETTERS for sale; 25,000 received in answer to female pill advertisement; dates 1892 and 1893. Make me an offer. DIXON, 41 Bloor St., East Toronto, Canada.

PAYING weekly in first-class railroad town. plant just bought: invoice, \$1,500; or exchange for paper s. w. of Chicago. Splendid climate for lung troubles. A. T. HUNT, San Marcial, N.M.

CEVERAL lots of desirable nervous debility let-ters, subscription letters and miscellaneous letters for sale, or rent for copy. Write us. A. LEFFINGWELL& CO., Boyce Bdg., Chicago, Ill.

A NORTH Carolina weekly paper, published in one of the most beautiful towns in the South, will be sold on easy terms. Only paper in county of 16,000 inhabitants. Newspaper and job plant complete. Address "H." care Printers' Ink.

complete. Address "H." care Printers'Ink.

4.000 WILL buy a fine newspaper and job office in college town of southers of the printers' of the cost of the college town of southers of the college town of southers of the college town of the college promptly answered. Ad. "X.Y.Z.," Printers' Ink.

prompts answered. Ad. "A. 1 &," Friblers' Ibk.

D ARGAINS IN SECOND-HAND PRESSES TO

Preduce our present large stock of rebuilt
presses, we will, for the next 60 days, make a
one interested please send for price list and special discount sheet. THE BAECOCK FRINTING
PRESS MFG. CO., 9-10 Tribune Building, New
York City, and New London, Conn.

FOR SALE—Whole or part interest in an old-established New York weekly newspaper, with a large circulation and good advertising patronage. The paper is fully equipped with perfecting press, abundance of type, stereotyping outfit and a first-class job printing department, with book and job presses. Favorable terms will be made with the property of t

O. Box 1775, New York City.

A DVERTISING BUSINESS FOR SALE—Having leased Albaughs Grand Opera House in this city, I find that its management will require my undivided attention. I desire to sell my advertising business, which consists of produce the consist of produce the city of the city. I have published the official souvenir and programme for every event that has taken place in Washington during the past five years, and the annual profits of the business have not been less than \$7,00 in any year since the purchase such a business will not occur once in a hundred years. For particulars, address EDWARD H. ALLEN, 97 F St., N. W., Washington, D. C.

#### ADVERTISING NOVELTIES.

MAZZAROTH—Beautiful calendar in colors Send stamp. BIGGS, Box 645, Louisville, Ky

S EWING machines will boom your circulation Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

POOK ON HYPNOTISM—Tells how the spell is produced. Fast seller. Retails \$1.50 and \$2.00. Sample and terms, \$1. PROF. ANDER-EON, P. I., 182 State \$t., Chicago.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial Address SETH THOMAS CLOCK CO, 49 Maiden I ane, New York.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for

ADVERTISEMENT CONSTRUCTORS.

If you wish to sell lists of names, advertise CHARLES AUSTIN BATES, 620 Vanderbilt them in Printers' luk.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. A DVANTAGEOUS, attention-attracting ads arranged. Ad. S. C. LEWI, 54 Franklin St. N.Y.

GAZETTE ADVERT RECORD—For papers, §1.

JOSEPH A. OUDIN, Room 50, Times Bldg., N. Y. Advertising arranged and placed anywhere.

E FFECTIVE ads written. Ask for "Conversion Card." EDSCARBORO, Station W, Rkin. A BUSINESS jingle often brings more profit than you think; to try a dollar one, address "EXPERI," care Printers! lnk.

FIVE, catchy and convincing ads, \$5. If they don't suit I'll make them good or refund your money. JED SCARBORO, Station W,

your money. Brooklyn, N. Y. A DS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired Address JOHN Z. ROGERS, 769 Monroe St. Brooklyn.

A MAN in Syracuse wrote me last week that
A my did were "the best he had ever seen "
(ireat snakest and likewise helv snoke! What
an income I would have if everybody were like
him! It seems that the work I do must have
some merit, because it isn't once in fifty times
that I lose a client. My prices are low now, but
If I get much busier than I am, I'll have to raise
I dea Of It." CHARLES AUSTIN BATES, 680
Vanderbilt Bldg., N. V.

#### SUPPLIES.

EVEY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

PEERLESS " CARBON BLACK.
For fine Inks-unequalled-Pittsburg.

TRY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufact-ured by the W. D. WILSON PRINTING INK CO., L'vd, 10 Spruce St., New York. Special prices to cash buyers.

DAPER DEALERS - M. Plummer & Co., & Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers Ink

ADDRESSES AND ADDRESSING.

14,444 MARYLAND farmers for 1893, fro PRICE, Damascus, Maryland.

DERSONS who have facilities for bringing ad-vertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one follar. Cash with order.

#### NEWSPAPER INSURANCE.

FREE INSURANCE COUPONS in newspaper are the great circulation producers. Noth LARGE INSURANCE COUPONS in newspapers are the great circulation producers. Nothing equals them for rapidity in obtaining highest results. Full information and rates free from THE COUPON CO., 173 Broadway, New York.

#### TO LET.

TO LET-Front office in building No. 10 Spruce Street. Large and well lighted: steam heat electric light For further particulars address GEO. P. ROWELL & CO.

#### ELECTROTYPES.

END one of your metal base cuts and receive sample duplicate of same, mounted on light-weight metal base. E. T. KEYSER, b Beekman St., N. Y.

#### THEATER PROGRAMMES.

A DVERTISING in N. Y. theater programmes, season '93.'94. For rates, etc., address ADOLPH STEIN, 113 E. 14th St., N. Y.

#### PREMIUMS

SILK pieces for crazy work. Pack. from \$2.00 per 100 up. E. N. LEMARIE, Little Ferry, N.J. S EWING machines half price to publishers.
Lists free. AM. MACHINE Co., Chicago, Ill.

I WANT good, sensible premiums for big country weekly. Price must be low for cash. FRED. L. KIMBALL, Waterloo, Iowa.

DREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

DEST goods for mail order business and premiums for publishers and manufacturers.
W. N. SWETT & CO, 28 Reade St., New York.

PUBLISHERS using premiums can make a fine profit two ways, and secure a most attractive and useful article at low cost, by addressing COLBY WRINGER CO., Montpeller, Vt.

N EW illustrated catalogue of the best premiums for newspapers and manufacturers now ready Senc for it and get new business. HOME BOOK COMPANY, 142 & 144 Worth St., New York.

HOLIDAY BOOKS—The largest assortment and lowest prices. If you want something good to give away at a very small cost to you, send for full particulars to OGILVIE, the publisher, of Nose St., New York.

#### BILL POSTING & DISTRIBUTING.

A DVERTISING matter effectively and judi-ciously distributed. GEO. F. FORD, Bedford, Mass.

P ILLS posted, circulars distributed, names and P O. of 10,000 voters (at last election) of Kanawha county furnished. MAHONE & HIGH, Charleston, West Va.

I OR the purpose of inviting announcements of the addresses of local bill posters and distrib-utors, two lines (12 words) or less will be inserted twice under this heading for one dollar.

#### ADVERTISING AGENCIES.

WILLIAM HICKS, Advertising Agent, 150 Nassau St., New York.

G EO S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

I F you wish to advertise anything anywhere at any time, write to the GEO. P KOWELL ADVERTISING CO, 10 Spruce St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 113-114 Dearborn St., Chicago, Ill., Temple Court, New York Established 1880. Es-timates cheerfully furnished.

#### ADVERTISING MEDIA.

SEATTLE TELEGRAPH.

A LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

40 WORDS, 6 times, 50 cents ENTERPRISE, Brockton, Mass. Circulation, 7,000.

TRIAL advertisements, twenty cents per inch.
AMATEUR SCIENTIST, Brookline, Mass.

THE MANITOBAN (Monthly Magazine), Winnipeg, Man. Circ.,3,116: largest, 9,000. 20c. a line.

Our Southern Home, 40p. mo. Immigration journal. Cir'n large, advg rates low Hamlet, N.C.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly JOURNAL. The leading

WISCONSIN AGRICULTURIST. Racine, Wis. Proved circulation, 30,000; 20 cents a line. THE ST. AUGUSTINE NEWS is read almost exclusively by people of means. F. G. Barry, publisher, Utica, N. Y.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

The Church Press Association. Incorporated, publishers of twenty Church Magazines, combined circulation, 35,000. Samples and rates on application. 10 S. 18th St., Phil'a., Pa.

A LBANY, N. Y., TIMES-UNION, every even-ing, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

DARGAIN—10 lines only 50 cents (2 times one dellar), 5 cents an agate line, next reading, in Wisdom, a family literary monthly. Address ORVILLE D. JONES, P. O. Box 753, Chicago, Ill.

CYRACUSE, N. Y., JOURNAL, Daily and Weekly. Unsurpassed advertising medium in central New York. HENRY BRIGHT, specific advertising representative, 79 Tribune Bldg., N.Y.

WHERE "BIZ" is read no cobwebs grow.
PRINTERS' INE'S Canadian relative. Pleased
readers, pleased advertisers. Sample copy free,
with rates. 4 Adelaide St., E. Toronto, Ontario.

DANAMA STAR AND HERALD—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. ANDREAS & CO., gen. agents, 52 Broad St., N. Y.

A MERICAN FARMER AND FARM NEWS— The friend of the advertiser because it brings him abundant returns. Guaranteed 165,000 circu-lation. GEO. S. BECK, 133 World Building, N. Y. City, Eastern ad manager.

COLUMBUS. Central, Southern, and Southeast-ern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 13500: Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use from

RATESINITY PAPERS—I am special agent for all the official and leading papers of the va-rious fraternal orders One inch, one time, m 18 of the best papers, will cost \$25. Rates fur-nished on special lists of Masonic, Royal Area-num, A. O. U. W., Knights of Pythlas and all oth-ers of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

A MERICAN FARMER AND FARM NEWS' cir-culation exceeds that of any monthly agri-cultural journal on earth (guaranteed 185,000 or more), and the advertising rate is the lowest ever asked by any paper of any class having a guaranteed circulation of like extent and char-acter. It never loses a customer, and its best fact, 18 world Building, N. Y. City, Eastern ad papager. manager.

manager.

FOR a year I have endeavored to impress upon I the readers of PRINTERS INK the value of an individual trade paper. I have argued from experience and common sense Experience teaches little, for few men have the nerve to put out as much money as it requires. If common sense were my only aid, our presses would run night experience backs it up whenever given an opportunity. One of my best object lessons is PRINTERS INK—a trade paper—for advertisers. If you want to test the value of owning a paper yourself, just put an advertisement in PRINTERS INK—something to interest advertisers. If y its better than two traveling men. A paper works while you sleep, and pays no car fare or bar bills. Send to W. P. WHEELER, 139 Nassau St., for particulars.

#### MISCELLANEOUS.

EVEY'S INKS are the best. New York

AN BIBBER'S Printers' Rollers

 $R^{\,\mathrm{IPANS}}$  TABULES assist digestion; sweeten a sour stomach; cure liver troubles.

THE Strohm Stereotyper costs only \$17.00 and \$25.00. New process. Guaranteed. J. W. STROHM, Newville, Pa. [Ed. Times.]

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

PAPER DEALERS—M. Pinumer & Co., 45 Beckman St. N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

THE new "HANDY BINDER" for PRINTERS'
I INK is an admirable device for the preserva-tion of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, post-paid, on receipt of 60c., the cost of the "Binder." Address PRINTERS' INK, 10 Sprince St., N. Y.

# Special Edition of Printers' Ink.

In the United States are 5,338 public libraries. Most of these support newspaper reading=rooms, which are resorted to by people of the neighborhood.

For the purpose of inducing subscriptions, a sample copy of *Printers' Ink* of the

#### ISSUE OF

#### NOVEMBER 29, 1893,

will be sent to every one of these institutions, together with a communication to the librarian requesting that the paper be given a conspicuous place in the reading-room, and soliciting a yearly subscription from the Library, on the ground that the teachings of the "Little Schoolmaster in the Art of Advertising" are exactly what the frequenters of the library, the business men of the present and the future are in need of.

Advertisements for the issue of **Printers' Ink** for November 29th will be accepted at the usual rates.

Address PRINTERS' INK, 10 Spruce St., New York.

#### PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: No. 10 Spruce Street, New York. No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: Two Dollars a year. Three Dollars a hundred; single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

#### NEW YORK, NOVEMBER 1, 1893.

As its sub-head indicates, PRINTERS' INK is a "journal for advertisers." But its scope is broader than this, for it aims to do missionary work among those who are not advertisers now, but might be taught to profitably employ "printers' ink" in developing business. In order to interest people who may not heretofore have had an opportunity of being benefited by its teachings, sample copies of the issue of November 20th will be sent to all public libraries in the United States-5,338 in number. Many of these support newspaper reading-rooms, which are resorted to by people of the neighborhood, the old and young-the business men of the present and of the fut-This edition will therefore come to the notice of a large number of persons likely to be benefited by its perusal. Publishers of local papers, by adding that potent influence that ever goes with a timely word of commendation, can assist in securing for the "little schoolmaster in the art of advertising" what in many cases it is to be hoped may prove a permanent engagement to teach a class every week at the local reading-room. The terms are only two dollars a year.

The following queer advertisement appeared in a recent issue of a country paper:

The man who will break a gum-drop in two pieces to make the exact weight when selling candy to a little girl is mean enough to sell cross-eyed needles to a blind won an.

Call on Johnson, the confectioner, and see if he is that kind of a man.

THE Boston Post, under date of October 20th, served the requisite notice upon the Publishers' Association of that city of intended withdrawal from the agreement that makes it a crime to advertise its own business. Since its Sunday edition jumped up to the lungdred thousand neighborhood it begins to see the propriety of getting out of leading strings.

A CERTAIN Ohio Chemical Company, doing business at Lima, lately advertised a tobacco cure in newspapers all over, and now it is said that they do not pay, and many a publisher has asked himself, "As I knew nothing about them, why did I trust them? The answer is plain enough. Publishers generally reason in this way: "Advertising space costs nothing. If I am paid, it will be all clear gain. I'll take the chances." Once in a dozen times the "suspect" will pay, and that makes the publisher moderately well satisfied to bear the eleven losses. This tobacco cure case, however, seems to have been an astonishing success, for even the New York dailies put it in, and weekly and monthly publications costing \$2 or \$3 a line, gave up one or two thousand lines with the utmost cheerfulness and good-will.

THE large advertiser is occasionally rejoiced by the appearance of his name in the most carefully guarded publications in positions where paid puffs could not be bought at any price. That the free ad comes without solicitation is one of its most highly relished features. In Harper's Magazine has been running a series of articles on the "Riders of Many Countries," by Col. T. A. Dodge. In the September issue, in a description of the feed of the Egyptian horses, is this paragraph right in amongst pure reading matter: 'The first growth is cut down and fed green; it is our 'spring medicine,' our Ayer's Sarsaparilla." Again, in the November issue, was an allusion that should have pleased the Plymouth Rock Pants people. In referring to the costume of the Turkish cavalry-men, he says: "The leg gear has begun to yield to the convenience of pants, and these are always the first step in the downfall of national costumes and customs. Alas! that the landing place of our Puritan ancestors should have descended to a three-dollar pair!" No doubt a certain value torney-General, assigned to duty at pertains to these gratuitous "puffs," and the advertiser who has not attained sufficient prominence to be recognized in this way has an added reason for establishing his name as a "household word."

"A NUMBER of deaths unavoidably postponed," was the startling way in which a country publisher announced the omission of a portion of his obituary column.

THE Peterborough (Ont.) Review is sending out a circular headed: " Special Notice to Expiring Subscribers," information is given as to the extent of WHEN TO STOP ADVERTISING. the mortality.

A LOCAL advertiser uses the suggestive caption, "Thou shalt not lie, and then goes on to specify that he is offering nine-dollar overcoats for \$18.

#### TO REACH THE DOCTORS.

The publishers of the Medical News, a Philadelphia weekly issued at \$4 a year, will shortly mail a copy of that Canada, about United States and The publishers in 110,000 in all. their announcement say:

We do not pretend to send out this large issue in the interests of our advertisers. We publish a majority of the text-books used in the various colleges, and every practitioner's library is also largely made up from

our publications.

It is in order to place a catalogue of these books in the hands of the medical profession that we make this wide distribution, and, consequently, we are ourselves by far the largest advertisers. No guarantee of the above statement as to circulation could be so strong as this fact.

Another important object to be gained is to obtain additional subscribers to the News, a matter in which our advertisers have a keen interest.

On presenting this announcement at the New York post-office, PRINTERS' INK was informed that if such an edition were offered here it would be held, subject to the decision of the third assistant postmaster-general at Wash-Being a Philadelphia publication, it is possible that the News has a permit entitling it to special privileges.

It used to be supposed that what class rates was fixed by law, but, culars than !?

the Post-Office Department, said

"Heretofore, and until within a few months past, this office considered and gave opinions upon such cases as were referred to it by the third assistant, and in which he assumed there turra assistant, and in which he assumed there were questions of law. By the present practice, however, no questions in connection with publications of this class are referred to this office. For the reason that it has been held that all such questions are questions of fact and not of law.

It has been made to appear that, under Mr. Wanamaker's administration, valuable postal privileges were enjoyed by some persons, while others sometimes claimed that even their rights were not assured.

An English trade journal once requested a number of its largest advertisers to give their opinions concerning the best time to stop advertising, and the following replies were received:

When the population ceases to multiply and the generations that crowd on after you and never heard of you, stop coming on,

When you have convinced everybody whose life will touch yours that you publication to every physician in the have better goods and lower prices than they can get anywhere else.

When you perceive it to be the rule that men who never advertise are outstripping their neighbors in the same line of business.

When men stop making fortunes right in your sight solely through the discreet use of the mighty agent.

When you can forget the words of the shrewdest and most successful business men concerning the main cause of their prosperity.

When every man has become so thoroughly a creature of habit that he will certainly buy this year where he bought last year.

When younger and fresher houses in your line cease starting up and using the newspapers in telling the people how much better they can do for them than you can.

When you would rather have your own way and fail than take advice and

When nobody else thinks it pays to advertise.

First Green Goods Man: How is it may and may not be mailed at second- you have so many more replies to your cir-

Hon. James N. Tyner, Assistant At-eligious newspapers swap mailing-lists reg-ularly.—Kate Field's Washington. Second Green Goods Man-Oh, I and the

#### READY-MADE ADVERTISEMENTS.

#### Original Suggestions From Various Contributors.

Readers of Printers' Ink who make use of any advertisements appearing under this head will confer a favor by mailing a marked copy of paper containing same to the editor of Printers' Ink, Newspaper Box 150, New York City.

For any Business-(By C. A. Bates).

# "Stand and Deliver!"

We do it. We are always at "the old stand," ready to deliver anything in the line of you may care for.

A few of this week's specialties are:

For Clothing-(By Top O' Collum).

#### We Can Suit You

with a suit that you will not be ashamed to be seen wearing in any company, Whether you pay a high or low price for your clothing you have a right to expect full value for your money. We make it a point to give the man who wants a cheap suit just as painstaking service as the one who can afford to buy the most expensive grade of goods.

ADAM, EVE & CO,

For a Bakery-(By E. A. Blackmer).

#### WE MAKE

every variety of bakery stuff, but especially cake, People think bakers cannot make anything but angel's food. We think we make

#### CAKE

just as palatable as you have at home, Don't get mad because we think so, Try it. We have a delivery wagon, F. L. OUR & CO.

For a Jeweler-(By C. A. Bates).

#### "Old Man Trouble"

is a gentleman whom we are not at all desirous of meeting—we're not looking for him—so when we tell you that we sell every one of these \$15.00 Gold-Filled Watches under an absolute guarantee for five years, you will understand that they are all we claim for them. We've sold lots of them and never had a complaint.

MAYNE, SPRINGER & CO.

For Shoes-(By Top O' Collum),

#### WE TAKE PAINS

to see that every man and woman coming into our store gets a proper fit in shoes. In some stores the salesmen are lazy and let you take away a shoe that fits indifferently, to save themselves the trouble of rummaning among the shelves for the proper thing. It costs us nothing to take special trouble, and we find the satisfaction it gives customers makes it well worth our while. A single ill-fitting pair of shoes is enough to start corns that will last a life-time. Trading at a store where you are sure to get nothing but "fits" means

NO PAINS
FOR
YOU.

PEG & AWL,

For a Hatter-(By C. A. Bates).

#### NO MAN

Can preserve all of his dignity under a "shocking bad hat." He's all right lill somebody looks at it right hard, or until a street gamin whistles a certain ancient tune at it. His feelings at that moment are worth more than the 44 we get for the new fall block of Youman's. Hee fabula docet—don't procrastinate.

BLOXON The Leading Hatter,

For Druggists-(By P. W. Blackmer).

#### "Ring the Bell"

at any hour of the night, and you will find us ready to fill your prescription promptly. We dare not say that "we never sleep," but we promise you that we are always on the alert to serve our customers efficiently.

PURE DRUGS.
PROMPT SERVICE.
PRICES LOW.

For Special Bargains-(By Top O' Collum).

# IT NEVER RAINS

but it pours. When we advertised those special offers in —— we didn't expect to be able to announce such wonderful bargains again in a long while. But our buyer has just forwarded a consignment of —— which ewas able to get on lower terms than would be thought possible. It doesn't seem as though we ought to be selling such goods at such prices, but, thanks to our buyer, we can do it and yet make a living profit. Here are the details:

For any business-(By Horace B. Martin).

#### A Dollar

in flush times does not amount to much. It only goes about so far:

But now.

A Dollar

goes at least this far :

if invested at SMITH'S BARGAIN EMPORIUM.

For a Butcher-(By 7, R. Jerrard).

### We're Not Doctors,

But if you have

#### An Aching Void,

We can cure you. There is nothing that will satisfy

#### The "Inner Man"

Like a game dinner. We have this appetizer in abundant quantities; also our usual line of choice meats. Call and see us.

MEATAX & BLOCK.

For a Grocer-(By Top O' Collum).

## H==A==S==H

is not a popular article of food, in which respect it differs from our canned meats and vegetables. Nothing could be tastier or more appetizing than they.

### It Is a Mystery

why more housewives do not avail themselves of these table delicacies. When in doubt what to have as a relish for dinner, just take a look over our line of canned goods.

POUND & GALLON.

For a Clothier.

#### **OUR SUITS**

are not as expensive

#### LAW SUITS,

but they last just as long.

JEKYLL & HYDE.

For Hardware-(By E. A. Blackmer).

#### Feet Wiped on

an ordinary mat are not cleaned much, though the mat is new. The heaviest mud is not scraped off. The

#### Cleansing Wire Door Mat

takes all the mud and requires no cleaning. It outlasts a dozen other mats and costs about the same. People who use the CLEANSING WIRE DOOR MAT

#### Never Track Mud.

For a Soapmaker-(By C. A. Bates).

#### JUST PLAIN SOAP.

But it is the line between civilization and barbarism. A country's advance can be traced in the evolution of its Soap. "Uncle Sam" takes front rank, as usual,

> STAR LAUNDRY SOAP.

6 bars 25c. All dealers.

For House Furniture.

#### ONE

of the shrewdest men in this town was recently married. On returning from the honeymon he and his wife decided to furnish a house throughout. They came to our store together, acting on the principle that, in cases of this kind,

#### TWO

heads are better than one. Our leading salesman was deputed to serve them, and the best thing we know about the transaction is that we have heard expressions of satisfaction from all

#### THREE.

BANISTER & RAYLE, House Furnishers,

### ALMANACS AS SECOND-CLASS Record's Almanac is not yet entered

A Washington correspondent writes to PRINTERS' INK as follows:

The business manager of the Chicago News-Record informs us that the statement published in PRINTERS' INK recently, regarding their having entered the News Almanac as second-class matter, was incorrect, or rather that the News Almanac has not been entered as second-class matter. We thought that you would probably like to know this. It would be interesting to ascertain how the publishers of the New York papers that issue almanacs get around the next leaves. get around the postal regulations to a sufficient extent to get their almanaes into the mails as second-class matter. Could you not interview the business managers of The Sun, The World and the other New York papers issuing almanacs, and get them to talk for publication? Other publishers of almances throughout the country will be greatly interested in what they might say on this subject,

Upon receipt of the above a reporter called at the New York Post-Office to know why some papers were allowed to send their almanacs as second-class matter and others were refused. He was informed that a special ruling by the then postmastergeneral (Mr. Wanamaker) had been made last winter in the case of the New York World. Its almanac was admitted to second-class privileges not as a supplement to the World, but as a supplement to another publication coming from the World office. Col. Gayler declined to allow PRINTERS' INK to see the decision in the case.

In reply to inquiries made at the office of the World it was stated that the almanac would be issued this year in connection with the Monthly World, a new publication, and it was understood that there would be no trouble on account of second-class privileges, provided it bore a consecutive number

and date.

A copy of the new monthly was procured, and a very pretty paper it is, too. All that the World has to do is to see to it that the Almanac issue bears the consecutive number belonging to the Monthly for that month; then, being the New York World, it and that likewise Kelly's is the greatcan send out a million sample copies of est instalment house on earth. the Almanac, and PRINTERS' INK does not believe that anybody will be mean enough to complain. The Chicago enough to complain. News-Record must issue a monthly, for one month at least. But for that matter it is probable that our correspondent isn't quite up to the ways of Mr. Fountain, the second-class postal sharp of the third assistant postmaster-general's office. The News-

as second-class matter, but the arrangement for having it so entered is all made. What PRINTERS' INK said was that the publisher "now has the privilege he sought." When a copy of the publication is presented for mailing the entry will be completed.

#### NOVELTIES IN PHILADELPHIA.

The man who writes the poetry for the De Long Hook and Eye is out in a new line. He has dressed a dozen boys in a uniform consisting of a round gray cap, on the front of which is lettered the words: " De Long Hook and Eye"; a red shirt, with a blue shield front, bearing the inscription in white letters: "See that hump"; and a pair of blue zouave trousers, with white gaiters. The shirt is orna-mented with rows of large size gilt hooks and eyes, instead of the gold lace ordinarily used for adornment. These boys have been marching, single file, through the Philadelphia streets and attracting no little attention.

Another smart dodge of the same advertiser is the souvenir hook and eye which one sees everywhere. The girls evidently look upon them as a great joke, and wear them fastened to their dresses by the neat little ribbon bow and pin that comes with them, thus acting as so many walking ads for the

famous "hump,

George A. Kelly, the big Philadelphia credit house man, is noted for his window displays, which are constantly attracting crowds. The latest is a model of the Ferris wheel, some eight feet in diameter, surrounded by an ad-miring group of brownies. Some of the same little people occupy each of the cars, and bob their heads in a very knowing fashion as the wheel goes round. A card in the window calls attention to the fact that the Ferris wheel is the biggest wheel on record,

EDWARD HURST BROWN.

#### OFTEN THE CASE.

Whenever a new paper starts They bore us for an "ad," And say our well-known name imparts Prestige not elsewhere had. But one thing that we don't admire

In publications new-Sometimes the newspapers expire Before the contracts do!

#### Miscellanies.

Brought to Terms.—Pinchcash (excitedly): What in thunder do you mean by publishing that obituary notice of me?

publishing that containly instead and tead, not by a long ways.

The Editor (calmly) — Well, well! It does look that way, doesn't it? You see, I sent you more than I wenty letters asking you to come in and pay something on the fourteen years' subscription you owe. I didn't get any years subscription you owe. I didn't get any answer or see anything of you, and I thought sure you must be dead. Spose you settle, and I'll print a retraction free of charge, Thanks; that's just the right change. Come in again.—Fireside Companion

A Suffering Country,—Mrs. Snarl: The paper says that russet shoes are going out of fashion.

Mr. Snarl (who has two pairs on hand)— Huh! That's the way things go in this country. I'll bet that Italian boot-blacking country. monopoly has subsidized the press. - New York Weekly.

He Knew From Experience.-Manager: I want you to do your worst to-night; mangle the lines, tear the music into shreds and fall down as hard as you can at every

eading Man-What for?

Manager—If we can only get the critics to damn the play it ought to be good for a long and prosperous run.—Kate Field's Washington.

What are you so sad about? Jack-I believed all the rot the comic papers publish about summer engagements.

Tom-Well? Jack-Three of the girls I got engaged to insist on keeping it up after the summer is

over .- Truth He Wouldn't Do.-Friend: Wouldn't you like to have me sit here and shoot at the

poets when they come in?
Editor—No. You are too poor a shot.— Brooklyn Life.

#### SOME LEADING NEWSPAPERS. CALIFORNIA.

OUR HOME, San Francisco—Is given an average monthly issue of 26,339, by far the largest of any monthly in California.

#### MASSACHUSETTS.

Farm-Poultry, Boston, monthly: regular circulation 30.711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

#### MISSOURI.

MEDICAL BRIEF, monthly. St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circula-tion than any other medical journal in the world. PENNSVI.VANIA.

Pittaburgh PRESS has the largest circula-tion rating of any daily in that city, viz: 40,964 TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its daily, a larger circulation rating for its younday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

#### WISCONSIN.

MILWAUKEE WISCONSIN: Is accorded a higher circulation rating than is given to any other evening daily in Wisconsin,

#### Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position-if granted.

Must be handed in one week in advance.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

STAMPS FOR COLLECTIONS Send

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

L ADIES' HOME JEWEL, New Haven, Ct. A High-Class Magazine. Will pay advertisers.

The and Modern Queen, New Haven. Circulation extends into every State and Territ'y.

GERMANIA Magazine for the study of the sample copies, rates of advertising. etc., address GERMANIA, Manchester. N. H.

#### Minneapolis, The Housekeeper, Pays Advertisers. Proof on Application.

LOUISVILLE WEEKLY AMUSEMENT BULLETIN. Circulation 5,000 weekly. For free distribution at all local hotels, clubs and public resorts. 243 Fifth St., Louisville, Ky.

RAPID ADDRESSING.
The only authentic Trade Lists, Envelopes and
Wrappers addressed in a hurry by machinery,
Names guaranteed absolutely correct. For particulars address F. D. BELKMAP, Prest., 314, 316
Broadway, New York City.



Columbian Desk Cata-

#### THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER. Circulation, - - - - 15,500.

Advertisers find IT PAYS!

#### WATCHES

#### Are the Best PREMIUMS.

Address the manufacturers direct. THE PHILADELPHIA WATCH CASE CO., RIVERSIDE, N. J.



French Advertisements, French Circulars, French Booklets, French Pooklets, French Pamphlets, French Pamphlets, French Translations from English and German. JOS. FRANCOIS, 1500 Notre-Dame Street, Montreal, Canada.

#### DON'T SWEAR

When you have to over-haul a lot of papers, cir-culars, pamphlets, letter files, filling yourself with dust and the disturbed cockroaches with consternation, but buy an

Acme Wire Partition Rack. The shelving is dustless, roach-less, clean, strong, handsome. Get catalog.

Pope Rack Co., St. Louis, Mo.

FOR NEWSPAPER MEN.

a. Send for our prices. Beware of infringeSole Patentees and MITs., Detroit, Mich.

Sole Patentees and MITs., Detroit, Mich.



We conquer the We conquer the dull times octopus How! Give an adver-tiser the lowest of low rates. Better than the best service. Reach peo-ple who always have m oney. December, 100,000 copies. Rates, 20 cents per line. Goes to every city and vil-lage.

THE AMERICAN School Board Journal, Milwaukee, Wis.

### ousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau, ROBERT & LINN LUCE,

68 Devonshire St., Boston, Mass. FOR WHOM? Supply houses, that want earliest news of construction;
Business houses, that want addresses of

probable customers; One hundred class and trade papers; Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

"The one thing necessary in these days is to ascertain the quality of the circulation before recommending a newspaper or magazine to advertisers."—Printers' Ink.

### Quality and Quantity.

A COMPARISON: During 1892 THE **EVENING POST contained 377,862 lines** more advertising than any other evening paper in New York City, a visible concession to its superior value as an advertising medium.

POINTS OF CONTRAST: Morning paper read by purchaser alone, in part, because hastily, forgotten in the rush of business or thrown away. Evening paper read throughout, after business hours, in the leisure of the home, at the club, by family and friends.

Actual Average Circulation for first twenty days of October, 1803.

24,310 Copies a Day.

The Evening Post.

Dew York City.

(Incorporated.) Send ten cents (stamps) for particulars to

J. COTNER, JR., SEC'Y 25 Telephone Bldg

21 22

23

26 27 28

29 30 31

45

57 58 59



#### PRINTERS' INK.

TYPE MEASURE.

AJOURNAL FOR ADVERTISERS

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 50 cents a line, \$100 a page; one-half page \$50; one-fourth page \$25. Twenty-five per cent additional for special positions when granted.
First and last page
fifty per cent additional. Classified ad-

vertisements, two lines or more, no display, 25 cents a line. Advertisementsmust be handed in one week before the day of publication.

GEO. P. ROWELL & CO.

Publishers, 10 SPRUCE ST., NEW YORK.

WILL SELL FOR \$6000 An Old-established Sunday Paper, with job office, in flour-dreaf bargain. Address "SUNDAY," care American Press Association, Cincinnati, Ohio.

ST. AUGUSTINE is Fashion's Winter Capital. THE ST. AUGUSTINE NEWS is Fashion's "Court Journal." F. G. Barry, publisher, Utica, N. Y.

CET A COPY OF OUR 20,000
Proven. Only 15 cts. per
line. "ONCE A MON'III,
Detroit, Mich.

PUBLIC Always pays
Advertisers.
New York.
New York.
PATENTS HOPKINS A ATKINS,
Washington, D. C. 30
Years' experience.
Write for information

BOOM YOUN Y We have told many-and will tell you HOW. Write: Chl. Photo. Engraving Co. 185 Madison St., Chicago.

### PNEUMATIC TUBES

FOR NEWSPAPER OFFICES.

SEND FOR ESTIMATES TO
METEOR DESPATCH CO.,
28 E. 14th St., New York.
89 State St., Boston.

The Philadelphia Democrat, uses our system.

For Intelligent Advertising

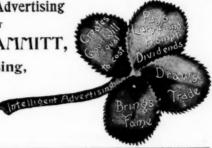
CONSULT

CHAS. K. HAMMITT,
Advertising,

231

BROADWAY,

NEW YORK.





will find that, by making his wants or wares known to the One Million Two Hundred and
Twenty-One Thousand families regularly reached by Cowroor, he will make A Lucky Hit. For turning the tide of trade, for turning Failure into Success and Loss into Gain, Cowrort, the great money-bringing medium stands alone—at the head, space of Agents, or of us direct. The Canwert & Mosses Coxcern, Publishers, Augusta, Maine, Boston Office, 23 Devonather Street. The Wayner & Mosses Coxcern, Publishers, Augusta, Maine, Boston Office, 23 Devonather Street.

It will pay you to see it before purchasing elsewhere.

### THE "NEW MODEL" WEB

BUILT BY THE

CAMPBELL PRINTING PRESS & MFG. CO.,

160 WILLIAM ST., NEW YORK. 334 DEARBORN ST., CHICAGO.

If you want to reach everybody advertise in Scribner's—it isn't necessary to have an exhibit at Chicago.

Address CHARLES SCRIBNER'S SONS. 743-45 Broadway, New York, N. Y.

# ALL GREAT **NEW YORK** DAILIES

USE

NEW YORK.

# STAR" Rollers

Because they are BEST and most economical. Send for quotations.

#### BINGHAM BROTHERS COMPANY.

FIRST-CLASS -49-51 ROSE ST.,

Printers' Rollers and Composition.



In an article published on September 3d, 1893,



credited THE RECORDER with a larger circulation than any other two-cent newspaper, except THE SUN and one other, and

### **REMARKED:**

# "The Recorder

# IS A FAVORITE WITH WOMEN."

As it is generally conceded that women spend nine-tenths of the money that men earn, the moral is distinctly visible.

To

# Advertising Agents

# and Special Agents.

Please do not ask us to extend the terms offered on the next page, after the time has expired, for we shall be obliged to decline.

You can easily see that two-line advertisements taken at the rate of \$20 a page, with about a third of the space wasted by head-lines and rules, and a still further reduction of 15 per cent for an agent's commission, will not make Printers' Ink very profitable to its owners.

The fact is, the more such business we have the poorer we grow; but, nevertheless, we continue the 60 per cent discount until the silver bill is repealed—and no longer.

Address orders to

PRINTERS' INK,

10 Spruce Street, New York.

# Until the Silver Bill

# Is Repealed,



#### And Only Until Then,

Discounts will be allowed on continued orders for advertising in PRINTERS' INK as follows:

- For 1 Month, 5 per cent Discount.
  - 2 Months, 10 per cent Discount.
  - 3 Months, 15 per cent Discount.
  - 4 Months, 20 per cent Discount.
  - 5 Months, 25 per cent Discount.
  - 6 Months, 30 per cent Discount.
  - 7 Months, 35 per cent Discount.
  - 8 Months, 40 per cent Discount.
  - 9 Months, 45 per cent Discount.
  - 10 Months, 50 per cent Discount.
  - 11 Months, 55 per cent Discount.
  - 12 Months, 60 per cent Discount.

This makes a two-line classified advertisement cost Ten Dollars and Forty Cents (\$10.40) for a year, and a full-page displayed advertisement Two Thousand and Eighty Dollars (\$2,080). Address

#### PRINTERS' INK, New York.

NOTE—This offer means literally what it says. If an advertiser wishes 2, 20, or 200 lines, or any other specified number of lines, to appear in every issue for a full year at 40 per cent of the schedule rate, he may have it as offered above, to appear either as display or classified matter; but because he has a contract for two lines to be inserted a year of 10 cents a line, pecially large editions of PRINTERS' link, issued from time to time, at any pecially large editions of PRINTERS' link, issued from time to time, at any less price than other people pay It is, however, permissible to bargain for varying space; for instance, an advertiser may have two lines one week and four lines another, alternating, or may contract to use a number of lines, never to be less in any one issue, or more in any other issue than is understood that the last copy is to be repeated whenever new copy fails to come to hand in time for the make-up.

# JEWELERS DO NOT SHOE HORSES

Nor do blacksmiths make delicate watches. Every man follows the occupation for which he is best fitted by natural ability and experience. They who stick to one line are the most likely to succeed in business. The longer they are in it and the more practice they have, the greater their success.

Continuing the logic, twenty-eight years in business, and many hundreds of satisfied clients, have made our reputation as the most successful advertising agents in America,

Anything we can do for you?

If so, write or call on

The Geo. P. Rowell Advertising Co.,

NEWSPAPER AND MAGAZINE ADVERTISING.

10 Spruce St., New York.